FAA

44th ANNUAL CONVENTION

Report Issue

December, 1958

The Florida Architect

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS

Use Tropix-Weve Doors for:

- Space Dividers
- Wardrobes
- Storage Closets
- Screens
- Room Dividers

• **Shoji Panel**

• **Woven Wood**

Provide complete accessibility without requiring the floor and wall space of swinging doors . . . This new development using Slide-A-Fold door principle provides smooth, dependable action for a lifetime . . . Saves space — and creates beautiful effects at minimum cost . . . Available in Shoji, Panel and Woven Wood designs. All standard and custom sizes . . . Also produced in accordion doors, window shutters, etc . . .

TROPIX-WEVE PRODUCTS, Inc. • 3590 N. W. 52nd St., Miami • NE 4-1749

GLAZED CERAMIC TILE • MADE IN FLORIDA

FLORIDA TILE

. . . offers architects a Florida-made ceramic tile of the highest quality in a wide range of popular colors. Sample available upon request from the distributors' showrooms listed below.

DURABILITY • ECONOMY • QUALITY • BEAUTY • FLEXIBILITY

FLORIDA TILE

Florida Tile Industries, Inc.
608 Prospect Street, Lakeland, Florida

DISTRIBUTORS:

Atlanta — Tile Contractors' Supply
Columbia, S. C. — Renfrow Dist. Company, Inc.
Ft. Lauderdale — Miami Tile Dist., Inc.
Ft. Myers — Gulf Tile Dist.
Jacksonville — Miami Tile Dist., Inc.
Melbourne — East Coast Tile and Terrazzo Supply
Miami — Miami Tile Dist., Inc.
Sarasota — Palm Tile Dist.
St. Petersburg — Tile Dist., Inc.
West Palm Beach — Sikes Tile Dist.
Winter Park — South East Tile Dist., Inc.

The

Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

In This Issue ---

NEXT MONTH . . . and TO COME

In January the custom established during the past two years will continue. The January issue will be "The Presidents' Issue" and will contain reviews of Chapter affairs as well as messages from each Chapter President . . . Parts of the 44th Convention will also be coming along in near future issues. The "Workshop Session" on the Package Deal will be reported in full detail as one of the most constructive discussions ever held by architects. And in due time it is hoped that a portfolio of FAA Award winners can be presented as a kind of available Florida Architecture by Florida Architects' show.

The FLORIDA ARCHITECT, Official Journal of the Florida Association of Architects of the American Institute of Architects, is owned by the Florida Association of Architects, Inc., a Florida Corporation not for profit, and is published monthly at Rm. 802 Dupont Plaza Center, Miami 32, Florida; telephone FR 1-8331. Editorial contributions, including plans and photographs of architects' work, are welcomed but publication cannot be guaranteed. Opinions expressed by contributors are not necessarily those of the Editor or the Florida Association of Architects. Editorial material may be freely reprinted by other official AIA publications, provided full credit is given to the author and to The FLORIDA ARCHITECT for prior use. . . . Advertisements of products, materials and services adaptable for use in Florida are welcomed, but mention of names or use of illustrations of such materials and products in either editorial or advertising columns does not constitute endorsement by the Florida Association of Architects. Advertising material must conform to standards of this publication; and the right is reserved to reject such material because of arrangement, copy or illustrations. . . . Accepted as controlled circulation publication at Miami, Florida.

Printed by McMurray Printers

ROGER W. SHERMAN — Editor
VERNA M. SHERMAN
FAA Administrative Secretary

VOLUME 8
NUMBER 12
1958

First Methodist Church, Coral Gables. Dean Palmalee, AIA, architect

The Lurking Villain is M-O-I-S-T-U-R-E

. . . the major cause of exposure-damage to wood

Even indoors, absorption of moisture by untreated wood can cause swelling, warping, surface-checking and end-splitting — each the start of progressive deterioration . . . To guard against such moisture-damage, specify that *all* woodwork in any building be WOODLIFED, preferably by dipping or flooding . . . WOODLIFE's "anti-wicking" action prevents moisture seepage; and by penetrating the surface with an invisible, water-repellent solution, WOODLIFE coats wood cells and makes protection last and last and last.

WOODLIFE

The Original

WATER REPELLENT PRESERVATIVE

containing PENTAchlorophenol

Ingredients in Woodlife also protect wood from decay, fungus, stain and attack by wood-eating insects. They act as a poison to render wood immune from attack by the micro-organisms and insects which feed on untreated wood.

RAMSEY CERTIFIED QUALITY PRODUCT

A. H. RAMSEY AND SONS, INC.

71 N. W. 11th TERRACE, MIAMI - - - FRanklin 3-0811

Service to Florida's west coast is from our warehouse at Palmetto . . . Call Palmetto 2-1011

FAA Makes Clean Sweep Of 1959 Officer Slate

With what were in most instances decisive majorities, corporate AIA members attending the FAA's 44th Annual Convention chose an entirely new roster of officers to guide the destinies of the Association during 1959.

Elected were: *President*, JOHN STETSON, Palm Beach; *Secretary*, FRANCIS R. WALTON, Daytona Beach; Treasurer: JOSEPH M. SHIFALO, Mid-Florida. For the Florida North District vice president, the Convention elected ARTHUR LEE CAMPBELL, Florida North, for a three year term. Campbell will become the Association's third vice president. He had served a one-year replacement term as vice president having been elected at the 1957 Convention to fill the unexpired term of FRANKLIN S. BOSSEN who resigned after his appointment last year to the Florida State Board of Architecture.

All offices were contested in that the Nominating Committee, chairmanned by JAMES DEEN, had named two men for each spot, one of which was the incumbent. The only nomination from the floor was that of ROBERT H. LEVISON, currently the president of the Florida Central Chapter. His name was presented by SIDNEY R. WILKINSON, and seconded by ARTHUR LEE CAMPBELL, both men indicating they were acting under instructions from their Chapter's membership.

When the polls closed Friday afternoon, no clear majority had been registered for the presidency. But the runoff balloting as the first order of business at Saturday morning's session between 1958 president H. SAMUEL KRUSE and JOHN STETSON gave the former president of the Palm Beach Chapter a decisive, two-to-one victory. This is the second time Stetson has been a presidential nominee, the first being in 1957 when he was defeated for the office by EDGAR S. WORTMAN.

The new officers will assume their administrative duties for the FAA as of January 1, 1959. At that time also H. SAMUEL KRUSE will become a member of the FAA Board of Directors.

(Continued on Page 8)

John Stetson, Palm Beach Chapter FAA President-elect for 1959

For FAA Treasurer during 1959 the Convention chose Joseph M. Shifalo, far left, of the Mid-Florida Chapter. Secretary for 1959 will be Francis R. Walton, left, of the Daytona Beach Chapter. Walton held the post of Secretary-Treasurer for the FAA during 1952.

CHEMCLAD doors

THE ORIGINAL PLASTIC LAMINATE FACED DOOR

door with integral design

CHEMCLAD

has set a new standard for doors for institutional type buildings. Thousands of CHEMCLAD Doors in use for years in schools, hospitals, and public buildings across the U. S. A. retain their original beautiful appearance with very little effort on the part of the maintenance personnel. They are available in a wide range of patterns, colors, and designs. CHEMCLAD laminate is made by Bourne expressly for door faces; its extra thickness provides greater impact resistance.

The 1958 CHEMCLAD Door is equipped with anodized aluminum molding for the installation of glass or louvers. If so specified, Bourne Manufacturing Company will furnish and install the louvers at the factory.

INTEGRAL DESIGNS

CHEMCLAD Doors are available with laminate faces incorporating silhouettes. They are seamless and are an integral part of the laminate face. Seamless dark brown scriptplates extending the full width of the door to any height required may also be specified.

CHEMCLAD FLUSH DOORS

CHEMCLAD manufactures a complete line of custom doors with phenolic laminate faces to meet every requirement—Lead Lined Doors for X-Ray Rooms—Underwriters' Laboratories approved doors for "B" and "C" locations—Mineral Core—Hollow Core—Solid Core Doors.

MOVABLE PARTITIONS

with matching or contrasting laminate faces and anodized aluminum jambs and trim are designed to match the CHEMCLAD Doors in your building.

There is a CHEMCLAD Representative in your area anxious to help you with your door and partition problems. Write us for his name and a 1958 CHEMCLAD Brochure.

Chemclad doors do not warp nor require refitting.
They cost no more than other good doors.

BOURNE MANUFACTURING CO.
1573 East Larned Street • Detroit 7, Michigan

New Officer Slate...

(Continued from Page 4)

as an immediate past president. At an orientation meeting of the old and new FAA Board held Saturday afternoon, November 22, Jacksonville was named as the site of next year's initial Board meeting. President-elect Stetson indicated that effort would be made to schedule the meeting to coincide with the January meeting of the Jacksonville Chapter.

The man who will lead the FAA relative to policies and programs during 1959 is a native Floridian, having been born at Ft. Pierce, June 26, 1915. He graduated from the University of Florida, was a member of Gargoyle and has traveled extensively. After experience in offices of Augusta Geiger and Norman Sax, he formed his own firm of John Stetson and Associates in 1947. His AIA membership dates from the same year; and since that time he has been increasingly active in AIA affairs on local Chapter, State association and national levels. Notably, he served two years on the AIA Committee on the Home Building Industry and in 1954 was appointed an AIA Delegate to the RIBA Convention in England.

Of special interest to the FAA's new president is the activity of architects in cooperation with other elements of Florida's building industry. He has been an active organizer of the Palm Beach Chapter's local Joint Cooperative Committee and has served as Chairman representing the FAA on the Joint Cooperative Committee FAA-AGC-FES at state level. He is a vigorous proponent of welding closer ties between the profession and the various trade and professional groups with which it works.

Stetson has earned the reputation of being a resourceful organizer and an imaginative leader. He has had close and direct contact with FAA affairs for many years, having served on various FAA Committees and on the FAA Board since 1951.

AIA Board Appoints Gamble . . .

Clinton Gamble of the Broward County Chapter, has been appointed AIA Regional Director for the South Atlantic District to fill the vacancy caused by the sudden death of Sanford W. Cobb, FAIA. The appointment was made during the AIA Board meeting in Clearwater the week of November 10. The Board also approved a resolution that Florida be given full status as an AIA District as of the AIA Convention in June, 1959. At that time the South Atlantic Regional Director will be assigned as Regional Director of the new Florida District.

This means that Clinton Gamble will become the Florida District's first regional director. He will serve as such until his term of appointment expires as of the AIA National Convention of 1960.

In selecting Gamble the AIA Board named a man who has been intimate with AIA affairs in Florida for many years. Formerly active in, and a president of, the Broward County Chapter,

AIA Director Clinton Gamble

Gamble served on the FAA Board, was secretary of the FAA for two years and a president of the State Organization for a like period. He served also as chairman of the AIA Committee on Hurricane Protection. He is a principal in the firm of Gamble, Pownall and Gilroy, of Ft. Lauderdale.

Scored Tile in Design SD-1, applied to Drive-In Tellers' Booths of the new Merchants Bank Building, Miami. Architect: Montgomery Atwater. Builder: Wilters Construction Company. Tile Contractor: Manze Tile Company, Inc.

Here is a beautiful innovation in ceramic tile—large units scored into smaller unit designs. Scored Tile*, manufactured exclusively by American-Olean. Floridians may enjoy the many new effects possible with it indoors as well as out, in the new textured Crystalline Glazes, and in Bright or Matte Glazes.

Free Booklet 1030 pictures Crystalline Glazes and Scored Tile. Have you sent for a copy?

CERAMIC TILE
American Olean

AMERICAN-OLEAN TILES OF MIAMI, INC. • DISTRIBUTORS IN SOUTHEAST FLORIDA • OFFICE AND DISPLAY LOUNGE: 1130 S. MIAMI AVE. TELEPHONE: FRANKLIN 9-8106

Opportunity Bulks Big Ahead...

In 1959 Construction will chalk up its first Fifty-Billion-Dollar Year -- and in the ten years ahead its total volume will soar close to a staggering Six-Hundred-Billion.... Here the 64th Convention's Banquet Speaker examines some of the facts and figures that form the basis for these fantastic forecasts

By RALPH DELAHAYE PAINE, JR.

Tonight I am going to talk about something called the "Sixties". The "Sixties" are not necessarily the precise ten years between 1960 and 1970. The "Sixties" have become more than that: the word has taken on a symbolic meaning of its own. To businessmen particularly it has come to represent a new period of expansion, of new high levels of prosperity and national well-being, of new areas of opportunity and challenge.

People have been talking about the [illegible] for the last five or six years. What started the talk of the "Sixties" well before the "Fifties" were half done, was, of course, the rise in the birth rate, confounding all the prophets about the growth of the U.S. population. Mathematically it was not very difficult to figure out that the first of the great baby crops of the 1940's would reach the age of consent in the 1960's, would start to marry and have babies of their own, thus adding to the already very evident upward surge in population. And in a country with rising productivity, like the U.S., expanding population spells expanding markets. The "Sixties" already stand for a period of boom; a period which probably already has begun and which may well [illegible] through the 1970's.

What, with reasonable safety, can be predicted about the "Sixties"? First of all, barring a nuclear catastrophe, it is clear that the population of the U.S. will pass the two-hundred-million mark sometime between now and 1970. Actually the population expansion in the U.S. seems to be picking up momentum—even before the famous crops of war and postwar babies have started having babies of their own. Anyone using population figures more than one year old is probably out of date. So the two-hundred-million figure will probably be reached sooner rather than later. That is a pretty significant figure for architecture. Space in one form or another, space in all its forms, must be provided for another twenty-five-million people within less than ten years.

Another reasonable prediction is that the Gross National Product, the sum of America's annual output of goods and services, will go into the 1960's at, or very close to, a rate of five-hundred-billion-dollars. That is Mr. Truman's famous half-trillion prediction of years ago, the first use of the word "trillion" in U.S. public life. And if we go into the 1960's at the rate of five-hundred-billion-dollars, there is good reason to believe the figure will rise to seven-hundred-billion-dollars or more within the following ten years. No one would be rash enough to contend that we will achieve such growth in one smooth, uninterrupted curve. There will be ups and downs of course, just as we have had them in the past ten years.

Nevertheless, these are staggering figures. But they are even more staggering in their implications for [illegible] Since World War II total construction has run at the rate of about ten-to-eleven-percent [illegible]

If we continue to spend about the same [illegible] of our resources on building and construction in the "Sixties" the sum total for the ten years would be somewhere around six-hundred billion-dollars. That is such an enormous amount of construction that it is hard to visualize what it means. Miles Colean, *Architectural Forum*'s expert in these matters points out that it is more than the depreciated value of all structures now standing everywhere in the U.S. And we start off to a head start, for *Architectural Forum*'s forecast of construction for next year for 1959, is over fifty-billion-dollars—the first fifty-billion dollar construction year in U.S. history.

Perhaps I have by now suggested that there will be plenty of business for the architect in the "Sixties". Total construction figures, if it is true include many categories of construction in which the architect is, almost never asked very often to participate: heavy engineering, highways, water and sewage, and so forth. But no matter how you look at the figures the next ten years will see the great [illegible]

Opportunity Bulks Big Ahead . . .

(Continued from Page 9)

est building boom of all time. The challenge and opportunity for the architects of America is to see to it that these vast sums are spent intelligently, effectively and tastefully.

The big figures I have just been expounding are not of themselves a promised blessing. To put another twenty-five-million people into our cities, to run super-highways through the landscape, to add another ten or fifteen million more vehicles to our present automotive population—these are not going to be easy things to do.

Widespread prosperity in the past has often eased rather than worsened our social problems. Will this be true in the "Sixties"? There is, I think, room for doubt. Economic expansion of the magnitude which seems almost inevitable in the next ten or fifteen years may well create more problems than it solves. It is the higher incomes that are buying the automobiles, that are buying the new homes in the new developments, that enable the young families to escape the city in favor of the suburbs. Meantime the central cities continue to deteriorate; urban renewal has hardly made a dent in the problem.

Passenger and commuter traffic is bankrupting the eastern railroads, with no satisfactory substitute in sight. We have already accumulated very large deficiencies in water and sewage facilities. It is authoritatively estimated that merely to catch up we need expenditures of nearly $7 billion in additional sewage facilities and more than $4 billion for water supply. And a program almost the size of the Federal Highway Program is needed to meet the water and sewage requirements of the "Sixties."

For a country which has made as much noise about indoor plumbing as we have in the U.S., that is really an appalling commentary. Indeed, we seem to have substituted the superhighway for the bathroom as our national symbol of plenty.

So I am suggesting that the "Sixties" may not turn out to be quite the golden age so many people think they will be. *May* not, let me emphasize: *may not*. For all the problems I have mentioned are susceptible of architectural interest and influence. And therein lies hope. For most of our problems are problems of space, of order, of relationships, of scale. To these the architect must contribute.

Let me try to put this challenge in another way. The problems I have mentioned have mostly to do with cities—cities and their satellite areas. The City is where most architecture happens. Most of the six-hundred billion-dollars or more we will spend on construction in the next decade will be spent in and around cities. Half of the Federal Highway Program is earmarked for use in and around cities.

All the population gains of the coming years will go into cities or their suburbs—plus a lot more in the shape of the continuing drift to the cities from farm and rural areas. America is very rapidly becoming the first truly urban civilization in history.

Now as we all know, the city has taken a terrible beating in recent years as a place to work, as a place to do business, and particularly as a place to live. Our cities have fallen into disrepute for good cause. I don't need to bore you with the reasons; we all know. But our cities are not going to die or disappear.

We also know there is a gathering of forces to do something about them. The job is so colossal that the progress seems maddeningly slow. But there is no doubt whatever that something big is beginning to happen, and that fairly soon we will begin to see tangible results.

For the architect this is of prime concern. What America is going to look like in very large part is what our cities are going to look like. In important measure, what America is going to be like is what we make of our cities. American civilization will be an urban civilization, and if its architecture is to be great architecture, truly symbolizing a great civilization, then its cities must be, architecturally, great cities. They must be beautiful, inspiring, delightful and efficient. And they can be. The architects can make them so.

Perhaps I should say, *only* the architect can make them so. For in an age of specialization, who will be the generalist? Who among all the clashing special interests will hold steadfastly to the higher goals of [illegible] sensibility and [illegible] trained to [illegible] the architect [illegible] new generation of "specialized" architects for this great task of replanning, rebuilding and rationalizing our urban complexes. *For better or for worse the vast hundreds of billions we will spend in our cities is going to be spent directly or indirectly in accordance with your ideas.* Or if these billions are spent contrary to your ideas, if they are spent only in the pursuit of small or narrow or short-sighted ends, or if they are spent without vision or taste, then we will have thrown away the greatest architectural opportunity we or any other nation ever had.

Thus far I have outlined the opportunity which lies before architects everywhere—the opportunity virtually assured by the tremendous volume of construction in the years ahead. And I have suggested the challenge—which is to bring order and sense and beauty out of all this vast activity.

Let me hastily say that I am quite aware of the difficulties which beset the architect and the planner in trying to bring order, sense and beauty out of man-made America. There is [illegible] shortsightedness, apathy, ignorance, cynicism, lack of responsibility, and plain human cussedness. It may seem impossible ever to master urban sprawl, reclamation, the mess of Rundtown. It may seem impossible ever to solve the downtown traffic problem. It may seem impossible ever to create beauty or charm out of the endless square miles of eyesore and squalor of city approaches.

Yet there is an example right with us which indicates that seemingly impossible tasks do get done. That example is schools. It was only a few years ago that the classroom shortage was a national scandal and the principal topic of every educator's speech. Yet the fact is we have built 550,000 classrooms since 1946. We have built

(Continued on Page 34)

NEW

VOOD

LUMINUM R

Blumen

SEE 180 SWEETS CATALOGUE OR SEND FOR CATALOGUE M 50

460 MELWOOD STREET PITTSBURGH 13, PENNSYLVANIA

YOU AND THE A. I. A.

In his Keynote Address to the FAA's 44th Annual Convention, the President of the Institute examines professional opportunities of an expanding era and finds them good . . .

Since Sept. 14th, Norma and I have had the pleasure of meeting [illegible] all around the country. As a matter of fact, this is the [illegible] [illegible] we have attended.

All of these [illegible] and meetings have indicated that we in the AIA are [illegible] and continuing to [illegible] our fellowship [illegible] of America. Just last week [illegible] [illegible] letters to [illegible] new members of the AIA. [illegible] is an [illegible] responsibility to make our professional body [illegible] a dynamic [illegible] in our society.

[illegible] have been impressed with the [illegible] of the present [illegible] meetings. [illegible] of the Space Age [illegible] with the [illegible] [illegible] [illegible] Environment [illegible] Your Architect [illegible] [illegible] [illegible] that [illegible] Opportunities [illegible] [illegible] challenge that is truly facing our profession.

[illegible] am pleased and honored to bring you the greetings of the officers and board of the AIA and to congratulate you on the splendid job you are doing here in the wonderful State of Florida.

The subject of my remarks this noon is "Today's Challenge and Opportunity."

Today's challenge and the opportunities for architects are perhaps nowhere as concentrated and apparent as they are right here in Florida.

They are symbolized by two facts—your phenomenal building boom and that rocket launching site at Cape Canaveral. Another factor, although perhaps not so uniquely Floridian, is that as a state of high [illegible] [illegible] [illegible] Florida is the [illegible] site for [illegible] nuclear [illegible] [illegible] I understand [illegible] [illegible] [illegible] in progress not only at the University of Florida, but also in the Everglades.

Florida is changing rapidly from a happy, very liveable playland which [illegible] oranges to a teeming industrial area which [illegible] of space [illegible]. It is up to our scientists (and those who must give them the financial support) to make those [illegible] bigger than oranges. But it is up to us architects to keep the new industrial and commercial developments happy and liveable. Here, I believe, is the challenge.

Recent developments clearly demonstrate the opportunity.

The statistics published by Engineering News Record tell us that in 1957 total construction in the United States declined 17 per cent as compared to 1956. But it increased 16 per cent in Florida. This year, [illegible] construction [illegible] have increased another [illegible] per cent. [illegible] [illegible] I believe that this [illegible] it will be even [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] developments [illegible] growing [illegible] to South America. The [illegible] [illegible] [illegible] [illegible] [illegible] growing [illegible] developing sister republics south of the border for which Florida is the [illegible] expanding trading post.

Now, we've seen rapid industrial expansion, [illegible] population growth, and exciting new technological developments before. The steam engine, the motor car, the airplane [illegible] the [illegible] of new immigrants at the turn of the century—all of these things [illegible] new opportunities, new challenges, new problems.

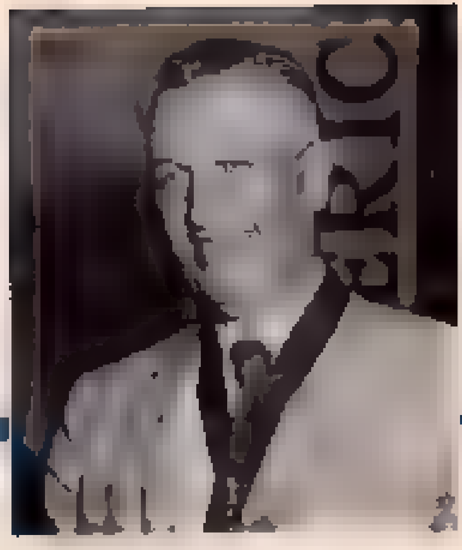
And in many respects—let's face it—we've bungled them.

Let me give you just one illustration of what I mean: Only fifty or a hundred years after we have built our great cities in the East and Middle West—and even fewer years after we built some of the cities on the West [illegible] [illegible] slums and congestion and urban renewal.

Rome and Paris were built many [illegible] [illegible] [illegible] anyone talking about renewal or rebuilding the core of the city there.

I think there are many lessons in [illegible] [illegible] we must [illegible] to accept. The first of these is that we should not just rejoice over the great opportunities in an expanding era. We must also soberly face the challenges and struggle with the problems.

It is easy enough to intoxicate ourselves with miraculous visions of the future. It is much harder to realize that the tough, dreary, often mundane problems we must solve today are a



By JOHN NOBLE RICHARDS, FAIA
President
American Institute of Architects

part of that future.

I could be facetious and say: *"Why worry about getting to the moon when we have so many problems to solve here on earth?"* I won't say it because it's not what I think. If I were to talk in a light vein, I would hold with Robert Frost who sighed in one of his poems:

"I'd like to get away from earth awhile
And then come back to it and begin over."

But I won't be facetious and I am talking quite seriously.

Like all of us, I am thrilled and excited by the incredible visions our scientists are opening up for us. The human mind should never hold back. We must always go on exploring, searching, seeking truth.

We may not always find what we are looking for—as the scientists themselves well know. As one of them explained recently, Columbus set out to find a short-cut to India with its precious stones and spices. He failed to find these particular treasures. But when we look at this America he stumbled upon in his search for something entirely different, we can't say that he came home entirely empty-handed. Yet, in a sense, these United States are merely a by-product of his search for something else.

By the same token, we are already beginning to benefit from numerous by-products of atomic and missile research—new metals, new electronic devices, a multitude of other things that were found, so to speak, on the road to the moon but that will improve our ways on earth—our human life and the human environment.

And that must be our first and foremost concern as architects.

If in coming to terms with our new opportunities we keep "human scale" foremost in our minds, we cannot fail. No matter what a revolutionary, new technology might bring.

The men who conceived the Champs Elysees did not even dream of the motor car. But it was no accident that they provided for more space and easier traffic flow than their horse carriages and the [illegible] required. Enough, in fact, to accommodate even today's deluge of motor cars.

Why? Because they thought of beauty and grandeur and uplifting the human spirit. They succeeded where our purely functional and utilitarian notions of as recent as ten years ago failed. The Acropolis is still not obsolete—even if you were to hold worship services in the Parthenon today.

This is the third or fourth architectural gathering I have attended this year which devoted itself to a discussion of the implications of the space age and its challenges for our profession. There has been a lot of earnest groping and deep, fruitful discussion just as there will be here.

But the essential thought which emerges from all of these meetings, and which, I am sure, you will also arrive at, is this:

No matter whether we design residences, office buildings, cities, atomic energy plants, or shelters for Mars-bound space travellers, we are not just working for machines, but for human beings, for people. Man is, of course, still the measure of all things. The only chance we have for greatness is not in a machine-dominated environment, but in a human-dominated one.

That means that we must take basic human needs into account. For whether man lives in a mud hut or in a space ship, he'll still worry about getting along with noisy children and possibly even noisier neighbors.

Man wants progress, but he wants it tempered with the familiar.

He wants change, but he also needs help in adjusting to that change.

He craves not just efficiency and comfort, but individuality and beauty.

Our job as architects is to provide just this. Or, in other words, it is our job to make this brave new world somehow livable. The scientists, at least a good many of them, realize this. Dr. J. Robert Oppenheimer, for instance, has said:

"In the difficult balance of teaching, we tend to teach too much in terms of utility—and too little in terms of beauty."

I am sure Dr. Oppenheimer is quite willing to extend this from teaching to architecture for, as John Ely Burchard of MIT put it: *"build*

(Continued on Page 14)

You and The A. I. A. . . .

(Continued from Page 11)

ings without beauty are not architecture.

[illegible] these great opportunities into another renaissance of beauty and human values, we must do one thing above all. We must assert ourselves as architects—that is, as master builders—in a society that all too often tends to forget that it needs us and needs us badly.

Our training as designers will help a little if, as it has happened quite often in the past, the technicians concerned with the building of an atomic energy plant simply hand us a prepared diagram and say: "Here, draw up a suitable elevation!"

So, for one thing we must work much closer with the technicians and scientists who in many respects are far ahead of us. But ahead or not, [illegible] plant which creates a decent environment for the people who work in it and must look at it, any more than a banker can design a bank or a doctor can design a hospital.

The same is true of our work with city planners, developers, and, as I have often said in the past, the home builder. We must work closely with these people. We must assert ourselves as the leaders of the building industry. We must gain public support for good design and a better human environment.

No architect can do this alone. It requires a common effort and close cooperation and coordination through our professional society—The American Institute of Architects.

The Institute is much concerned with meeting the challenge of the new era. In brief we have two elementary answers: 1) high professional competence, and 2) good public relations.

Professional competence and good public relations have in some of our communities elevated the architect into a position of undisputed leadership in city planning and urban renewal.

Increased professional competence and improved public relations are beginning—and admittedly these beginnings are still barely discernible—to bring about a greater public awareness of good design. I think it is up to us designers—through our work, as individuals and through our professional organizations—to kindle this awareness to the point where it becomes understandable and supported.

But assertion of the architect is not only a question of our competence and cooperation with others alone. It is also very much a matter of our own willingness as architects to broaden the scope of our thinking and our activities.

You must want to be leaders before you can become leaders.

The Institute is determined to raise the professional scope and competence of our profession. And we are further determined to obtain public understanding and support for our work. That is what our public relations program is all about.

We are pursuing these aims not just in meetings, speeches, and high-minded resolutions, but in dogged, day-to-day, detailed devotion to a variety of projects and endeavors, many of which require considerable sacrifice on the part of a large number of our members.

There are several committees directly and indirectly concerned with the problem of professional competence. Others are working in almost every conceivable phase of the architect's role. Backstopping these committees and implementing their programs is our Department of Education and Research with its vast ambitious technical services and complex architectural research projects.

The Institute helps guide and advise our architectural schools. We provide research, guidance, standards. We furnish contract documents and product literature. Through our publications we help keep you informed. Through our contacts and negotiations with other organizations and the [illegible] agencies of government we pave the way to greater accomplishments for all of us. All these efforts help realize our [illegible]

But only you—the individual architect—can really raise your professional competence and that of [illegible] office.

The same is true of public relations. As you know, a well-planned and effective public relations program is being conducted by the Octagon staff and our very able public relations counsel. The policies of this program are decided upon and their execution is supervised by our Public Relations Com[illegible]

[illegible] has done much in recent years to improve the climate of public opinion as regards architects and architecture.

(Continued on Page 22)

Memorial Tribute to Sanford W. Goin, FAIA . . .

AIA President [illegible] hands to Mrs. [illegible] Goin a plaque signed by the Institute's Officers and Board of Directors. The [illegible] reads: "The American Institute of Architects records its grateful appreciation of the valued services of Sanford W. Goin, FAIA, Regional Director of the Institute's South Atlantic District from May [illegible] 1957 until his untimely death September [illegible] 1959. [illegible] the high purpose of the Institute."

Report for 1958...

The Business of The Convention

In the yearly report to the membership President Kause sketched the background of the FAA at the time of the Convention last year and named six major changes in the organization's structure, policy and procedures which were authorized by actions of the 43rd Convention. These were: One, employment of a full-time Executive Director; two, institution of new and unprecedented administrative methods and procedures for the FAA; three, a new dues structure; four, establishment of committees new to FAA; five, initiation [illegible] membership opportunity to any FAA chapter; six, conclusion of a campaign in Florida to assume a new status as a district of the AIA.

Considering the mass of detail work required for the six changes the president said, "Let alone that required for the unchanged course of FAA events, the accomplishment of the past ten months have been little short of miraculous."

The FAA president characterized the [illegible] course of FAA history and development and paid tribute to all concerned for cooperation in bringing it about "without complaint [illegible] convenience." He paid high tribute also to the Mid-Florida Chapter as the first "guinea-pig" host to an FAA Convention under the new FAA Convention policy adopted last year. He stated his conviction that the confusion attending initiation of the new policy would be obviated by the fact that the new member of the FAA Convention Committee is now appointed each year in the person of the Convention Chairman of each new Host Chapter. That, he indicated, would tend to provide experience and continuity for the Convention Committee's future operations.

Growth and development of *The Florida Architect* were also outlined from a small pamphlet bulletin with a circulation of 800 to a self-supporting monthly magazine with [illegible] guaranteed circulation of 3,500. The FAA's Official Journal is now issued under a controlled circulation permit and is listed in Standard Rate and Data Service for the information and guidance of potential advertisers. The president noted that issues and article reprints had been mailed to various governmental agencies and officials throughout the year.

Noted also was the increasing scope of the FAA [illegible] and legislative matters. The FAA president mentioned specifically the Association's cooperation in the Governor's Conference on City Planning and Slum Clearance and the Mechanic's Lien Law Revision Committee; also the attendance of FAA representatives at various legislative [illegible] spoke with particular satisfaction of the widening participation of Chapter members in community affairs and gave blanket praise to those Chapter members serving as interested and active members of various boards and civic committees in their [illegible].

The president stressed the importance [illegible] Chapters as a background necessary to shape the course of development [illegible] accomplishments of the state [illegible].

"This development springs from the growth of prestige and confidence in the AIA from the Chapter level," he declared. "It is incumbent on the FAA to nurture and stimulate this growth, never failing to respond when asked for advice, never failing to give leadership when given the opportunity."

As to results of FAA committee work, presidential comment was not as favorable. He gave lack of good communications as the chief reason for the fact that committee accomplishments had fallen generally short of expectations. He charged that in general, committee chairmen had failed to inform their vice-presidents [illegible].

The Florida State Board of Architecture held its customary fall meeting just prior to the 44th Annual FAA Convention. The meeting started on Monday, September 7, 1958 and continued through most of the week. On Wednesday, some Chapter presidents took advantage of the Board's previously announced invitation to have discussion of alleged unfair solicitation. Here most of the Board were during the Thursday night dinner party. Left to right, Augustus J. Gooch, Richard Dozier Rogers, Austin C. Purdy, FAIA, Board president, and Leonard F. Spencer, FAIA.

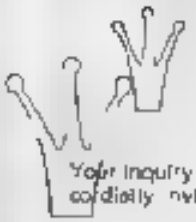
MECCA!

EXCLUSIVELY . . . IN TILE BY TIFFANY

An entirely new concept in tile design. Mecca is a delightful change from conventional square tile. The unique pattern reminiscent of the exotic Far East provides you with unlimited opportunities to achieve exciting new effects. Use with square tile. Create dramatic color combinations. Mecca is the answer for your client who is looking for something distinctively different.

"America's finest ceramic tile"

Like all tile by Tiffany, Mecca is a true glazed ceramic tile unsurpassed for elegance durability and ease of care. Created and manufactured by a Master Tile Setter. Tiffany Tile is guaranteed to be of the finest quality. Tested and approved by independent testing laboratories. A complete line of conventional square tile also available.



Your inquiry cordially invited

tiffany
TILE CORPORATION
500 N. West Shore Drive
Port Tampa, Florida

Toward A New Type of Civilization

This sharply defined perspective on architectural practice, sketched at the beginning of Thursday's "Workshop Session", shows professional practice today as an increasingly complex task of integrating an expanding number of technical factors with a shifting variety of social and economic requirements.

By PAUL P WILL, JR, FAIA

[illegible]

[illegible]

I'm going to try to put the practice of architecture into perspective. First, I'm going to deal with it historically rather briefly; then, secondly, outline some of those factors which are current and compelling in their influence on the manner in which we conduct our professional practices.

The phase of history I'm going to discuss is all covered by the lifetime of one man. My own father was born before the first factors I'm going to mention. I think this rather startling. For if you think of these things as being only yesterday you can recognize, perhaps, how fast our profession is changing — right before our eyes.

Here, for example, is a background from the life and times of Stanford White — New York City about 1879 — less than 80 years ago. The New York to which Stanford White returned late in 1879 was a city of two, three and four stories of red brick and brownstone fronts. There were perhaps a dozen passenger elevators in the downtown and financial districts. The New York telephone directory was a card, listing 252 names. There were no telephone numbers, and to call someone you gave the operator the name of the person you wanted. The service — costing as much as $20 per month — was slow and inadequate and limited to persons of wealth.

Electric lights were unknown; and kerosene and gas supplied what illumination there was. Offices, stores and residences were kept warm — there were no furnaces — with big [illegible] stoves called "base burners." The streets and carriages were horse drawn — with an extra horse to help out going over the hills. Men wore paper collars and cuffs and dickeys. Coats stopped abruptly at the hips and trousers were skin-tight. In the more refined homes piano legs and handles of the coal scuttles were adorned with wide satin sashes. In front of every cigar store was a wooden Indian with uplifted head, tomahawk in one hand, a bunch of cut tobacco in the other.

Let's go on just a few years — to 75 years ago — for another vignette. And compare this one with your own current methods of practicing architecture. In the early eighties, with few exceptions, American architects were dilettantes. Though they took things easy they were seldom trusted, always curbed, often reprimanded. They made and supplied drawings for plans as suggested by their clients; but for the most part they occupied a position analogous to a superintendent of construction today.

They knew — and were supposed to know — nothing about building laws, real estate values or mortgage finance. There were no typewriters; and 100 page specifications had to be laboriously copied by hand. There were no well-equipped schools, no professional draftsmen, no architectural journals. Blueprints were commercially impossible and photostats unheard of. One Nathaniel P. Bradley, considered a leader in our profession at the time, declared that elevators were unnecessary, because a three-story building was high enough for any purpose — and anyone who could, or would, not climb three flights of stairs might as well stay home anyhow!

But about this same time — 75 years ago — there occurred an important architectural event. Col. William Le Baron Jenny was commissioned to do the Home Insurance Building in Chicago. This was the first building with a skeleton steel frame. It was the first building with rapid elevators and among the first to exploit fire-proof [illegible].

A [illegible] to just 55 years ago. In 1903 there were no formulas for designing reinforced concrete — and the material itself was regarded with great suspicion by engineers. In 1908 I believe Col. Jenny's office was the largest in the country — with 30 men. One of Col. Jenny's partners with whom I talked a few years ago recalled that in 19[illegible]0 Col. Jenny invited a steamfitter to come into his office "to lay out radiators in buildings." So far as I've been able to discover, there did not exist up to that time a profession of consulting mechanical engineering. You designed the building

(Continued on Page [illegible])

...two great names

Quality joins Quality. Now, from one source, you can specify the wonderful texture and long-wearing beauty of DOWNS jacquard-woven all-wool wiltons, or the rugged resiliency, rich color and dependable durability of ROBBINS Floor Products. These two great names mean superb value and performance on any floor.

Robbins
FLOOR PRODUCTS, INC.

FLAMINGO • WHOLESALE • DISTRIBUTORS

Tampa Jacksonville — "WE COVER THE STATE" — Miami Orlando

Toward a New Type of Civilization . . .

(Continued from Page 11)

—which meant you did the shell—and a steamfitter put a radiator in front of each window. And that was the mechanical design!

As lately as 45 years ago—in 19 3—there was practically no mention of [illegible] in the building codes or in the publications. And about that time the steamfitters began to ask architects whether they wouldn't put the steamfitters' trade on a separate set of drawings. In fact, the Boston Chapter of the Institute recommended to the profession generally that separate framing drawings be made for steel-framed buildings. There was also a suggestion about that time that maybe specifications should be divided into sections covering subtrades, so work of each sub-contractor could be separately set forth.

So here we are just 45 years ago providing the simplest kind of architecture service—no wiring diagrams, no [illegible] and [illegible] of acoustics, hence no acoustical control. None of the architects knew what programming a job meant. There was practically no research or systematic analysis of such things as feasibility studies.

Let me quote from an AIA Gold [illegible] Magazine speaking in 1933 about the twenties:

"In the past the talent of the architect has been restricted to the discriminating patron. It has shaped the [illegible] and the [illegible] of the well-to-do and the [illegible] of the state and church. It has served to honor the halls of commerce and add an occasional highlight to the sky lines of our cities. . . .

"In the shaping of our cities the architect's concern has been until now unpardonably limited to minor problems of its articulation. He has powerfully affected the skyline of New York, for example, with skyscrapers without having any thing to say about their rationality. As it is, the perspective from Hoboken reveals the staggering price the future is to pay for its splendid and engaging dynamics. The community planning of the future will be too scientific to tolerate such chaos. The skyscraper has been a piquant and picturesque episode in the evolution of American architecture. But the signs are unmistakable that its irresponsible vogue is near an end.

I maintain that Mr. Magonigle was wrong only as to time.

We all remember the thirties—some with considerable pain. It is known, perhaps as a period of revolt against eclectic design. But also it was a period of considerable change and development of zoning laws—so it seems that zoning is a comparatively recent invention.

In the forties it was discovered that maybe there was profit in beauty—but beauty was good advertising. But not too much thought was given to the possibility that architecture could perhaps be beautiful for its own sake.

So much for history. What I've described has all happened in the matter of one man's lifetime. Now what factors are now current—and of current importance?

The first, I think is technological change. The second is business—I mean bigness is everything with which we deal. And the third, which is perhaps the most important, is the velocity of change—the rapidity with which the scene in which we live is shifting.

[illegible] with many of the technological changes—the new [illegible] being offered; [illegible] space frames, folded plates, curtain walls. With communications now rapid beyond our belief two years ago we have automation, which is even now having its impact on engineering, if not architecture. Recently the dean of architecture at my own university spoke about the training of engineers. He made the point that you just can't train an engineer for today. There's a 20-year gap involved and you've got to guess what kind of problem engineers will be solving 20 years hence when they're in practice.

They are now concerned with such things as nuclear energy, solar energy and something called "symbiotical logic," which is a form of math that is the result of computers. Today it is now possible to design a highway without even walking over the ac-

(Continued on Page 27)

As Science Sees Our Future . . .

A space scientist [illegible] Dr. Walsh did not paint as complete a picture of our space conquering future as many of his listeners might have wished. He limited his discussion to the immediate possibilities— a "near future" voyage of 240,000 miles to the moon [illegible] [illegible] The near future will be of tremendous import to architects and engineers. As Dr. Walsh said [illegible] new design concepts and new fabrication techniques must be developed [illegible] And the rate at which technological development [illegible] they can represent [illegible] among the greatest challenges ever encountered by the design professions.

By DR. J. PAUL WALSH

[illegible]

One day in the near future men (probably two) are going to board a rocket-powered vehicle and leave the earth on a voyage to the moon. Their plan will be to explore, to establish an outpost on the moon for later explorers and to return to the earth. Since we are practically certain that this is going to happen—I recognize that the exact time-table is a matter of opinion at the moment—architects, engineers, and scientists must start seeking solutions to the enormous number of formidable problems that we must explore between now and the day our moon voyagers ride down Broadway after their return.

In the immediate future, going along with the development and use of weather, communication, and navigation satellites, will be the continuing exploration of the solar system and the initial flights of man [illegible]

It is important for us to remember that we must never allow a man to go into space until we are certain that he has an exceedingly high probability of getting back to earth safely. Therefore, the instruments will precede man on any given advance. But man will follow as soon as he knows what he is up against, which is what the instruments will tell, and has a solution to the problem.

The exploration of the solar system will follow the stepwise pattern which new developments and exploration always have followed. To begin with, there will be a continuing program of scientific earth satellites such as the present ones are. Satellites will be established in orbits about the moon. These will give us our first view of the "dark" side of the moon. After the satellites, soft landings of instrumental probes will be made to measure characteristics of the moon's surface, and sometime in this program a sample of the moon will be returned to earth. We are eager to learn about the moon because this could provide answers to many questions concerning the origin of the earth and the solar system. But in addition we must know these things before we can send men to the moon.

[illegible] known and technology has produced the required protection against it, [illegible] will follow where the instruments have been. It is now estimated that in about three years we will have learned enough by the use of close-in satellites, and will have developed the apparatus, to permit a man to go into an orbit about the earth.

I have said that sooner or later man is going to the moon. The first [illegible] to do so will be explorers, but following them laboratories and observatories will be established, and before long there will be a permanent [illegible]

It is when we consider the environment of the moon that we meet our greatest challenge. The outstanding fact is that the moon has no discernable atmosphere. It is in a vacuum more perfect than any we have [illegible] achieved on the earth. This means so many things to the designer. For example, we must take with us or generate our own air supply and carry it with us where ever we go. We must devise methods of regenerating oxygen from the carbon dioxide that we exhale. Systems have been proposed for doing this in many ways, for example by means of algae colonies transported, of course, from the earth. But wherever we go on the moon we must take our supply of oxygen with us and the supply must last.

There is no water on the moon. Perhaps, as has been suggested, we can devise a method of extracting the water of crystallization from rocks. In any case the conservation of water

(Continued on Page 22)

A beautiful new collection of hard-bodied glazed tile, imported from Italy. CAPRI is available in sizes from ⅝ square to 1 x 3". Over 250 standard and special colors and patterns offer the architect a virtually unlimited range of design possibilities . . . Samples on request

INTERSTATE MARBLE & TILE CO. "The Home of the Quality Products"

4000 NORTH MIAMI AVENUE, MIAMI 37 — FLeet 8-2571 — 913½ RAILROAD AVENUE, TALLAHASSEE — PHONE 2810

As Science Sees Our Future .

(Continued from Page 20)

will be a problem of great importance, particularly if all make-up water must be transported from earth.

The lack of an atmosphere exposes the moon traveler to either the direct radiation of the sun or the loss of his own heat by radiation into space. Temperature measurements made at Mount Wilson showed that the mid-day temperature of a spot on the moon reached 214 degrees centigrade or 273 degrees Fahrenheit, and the temperature of the night surface reached minus 55 degrees Centigrade, or minus 249 Fahrenheit. Since there is no atmosphere there is not convection bearing or cooling, but the heat transfer is by [illegible] we must be shielded at all times either from the sun or from space. A moon day is about 15 earth days [illegible] same length. This as you can see presents design problems in heat capacity, storage, and utilization. The moon is an ideal site for solar heating, but we must be prepared to design [illegible] proportions. Any structure, of course, must be designed to withstand these temperature changes.

The buildings must be designed [illegible] tion of all kinds: ultraviolet, x-rays, cosmic rays. At the moment we cannot specify the exact levels of these radiations. But we must plan on radiation shields.

Then we have the problem of matter from space hitting our structure. This matter will range in size from an unceasing rain of fine dust to meteorites weighing hundreds of tons. Fortunately for the architect, to say nothing of the moon dweller, the impact of a meteorite of great size [illegible] which we will not design. Since the velocities with which these materials strike the moon are measured in miles per second, the distribution of [illegible] of the dust must be determined. But adequate shields can be designed. Even so, punctures by small pellets will occur occasionally. Penetration of an occupant in this fashion would be instantly fatal, but the probability of this is believed fairly low. From the earth's surface on a clear night one can see about ten meteors per hour. These are small grains of stone and metal which disintegrate in the earth's atmosphere. But on the moonless moon, each one will be a potentially deadly little bullet.

The meteor hazard can be reduced in a number of ways, of course. Meteors come from all directions, so that merely locating a moon building in the shelter of a deep valley or beside a mountain range would reduce the number of impacts.

In the future we will use native lunar materials for our construction after we determine what the materials are and how they can be used. It could turn out that the best way to build on the moon is to blast caves into the hills, but for the present we must plan on transporting our food, clothing, shelter, water and air to the moon from the earth.

Let us take a look at the transportation problems based on our present experience with satellites and probes. All material shipped to the moon will be by rocket. It is a long trip—some 240,000 miles—and an expensive one. We are accustomed to thinking in terms of vehicles that [illegible] many times their own weight to their destinations and can do it many times over—cars, trucks, aircraft, ships. But rockets are different. For example, the Thor-Vanguard rocket which was used in the attempts to put 25 pounds into orbit about the moon weighed 52 tons at takeoff. To travel or land on the moon is harder because the load must be slowed down and guided so that it is not destroyed when it lands. The slowing down requires a retarding rocket system and a payload guidance system, all of which reduces the actual material that our interplanetary transportation system can deliver. So it is probably fair to say that for every pound of material we want to deliver to the moon we must have a rocket which at takeoff weighs about 5,000 to 10,000 times as much. This will be improved but a good estimate at [illegible] will require about a 5,000 ton rocket at takeoff, and the rocket is only use[illegible]

The reason is clear: each piece of [illegible] the moon must have a vital purpose and it must be the most efficient that aerodocks and engineers can devise. New concepts of design and fabrication are required to meet this fantastic challenge, but the rewards as you have seen, are high.

These are a host of other problems that we cannot visualize will be met and solved, and I fully expect that before twenty years have passed the two men will have been to the [illegible] and back.

Machines To Probe Possibilities of Space

[illegible]

Complete Protection Against Sea-Shore Weather

Exterior of the Sovereign Apartments at Ft. Lauderdale, Florida. Polevitzky & Peterson, architects, has been coated with Evershield Liquid Tile over cement stucco and concrete block surfaces.

Protection's a problem particularly in a climate that combines high humidity, hot sun driving wind and rain with the corrosive action of sea-salted air EVERSH ELD LIQU ID T'LE was formulated to solve just such rough problems of protection It's a specialized liquid resin that bakes itself into a rock-hard film that's impervious to moisture and highly resistant to the severest corrosive agents This product of modern chemistry penetrates the coated sur ace becomes an integral part of the mate rial itself You can specify EVERSH ELD L QU D TILE with confidence for **complete** protection under the most severe conditions

A New Standard for Versatility & Permanence

EVERSHIELD *Liquid Tile*

EVERSHIELD LIQUID TILE OF FLORIDA 1111 N. E. 7th AVE., FT. LAUDERDALE

Business of the Convention . . .

(Continued from Page 18)

In outlining a future course for the FAA, the president referred to the article in the November issue of the Florida Architect—"Background for the Future" as suggesting a scope of goals for the FAA.

"This article," the president said, "lists ten goals for the FAA, six which we might expect to attain in a few years, four toward which we have hardly started.

"If we do nothing voluntarily toward the first goal — that of professional education and competence — the law will force us. The increasing number of legal decisions indicate that we cannot pick and choose the extent of our professional responsibility to the public. The courts have already decided for us that we are responsible to the public for complete, full, competent supervision of our work, whether the agreement with our clients exclude it or not."

Much time was spent during the sessions discussing financial affairs of the FAA during the past year. After considerable debate, the dues structure was not changed for 1959 but [illegible] of dues based especially on the plan of the Washington State Chapter.

Two measures were passed as recommended in the supplementary report of the Legislative Committee, chairmanned by James K. Powsland. One classified the Committee as "a standing, non-vertical Committee [illegible] the chairman, who would be chosen by the FAA president upon the advice and consent of the committee chairman and chapter presidents.

The other continued the retention of the legal firm of Tench and Reynolds "at such arrangement as may be agreed upon by the Board of Directors and Tench and Reynolds in order that the best interests of the work of the Legislative Committee may be served."

The Convention ratified, with little comment, all the By-Law changes proposed by the By-Laws Committee chairmanned by Walter B. Schulers. It also approved the following resolution relative to regional organization as submitted by Clinton Gamble as chairman of the Resolutions Committee:

"Whereas, by action of the National Board of Directors of the Institute at its November meeting, 1958, it was declared that the State of Florida will become a region of the Institute immediately after the National Convention in June, 1959:

"Whereas, there has not been a definitive statement in detail proposed as to the coordination, fields of effort and responsibility between the region of Florida and the Florida Association of Architects;

"Now Therefore Be It Be Resolved, that the Board [illegible] in convention assembled empower the Florida Association president and two appointees by him to meet in committee with the present South Atlantic Director and two appointees by him to formulate this definitive statement;

"And Be It Further Resolved that a report of this committee be furnished the 10 chapters, the Board of Directors of FAA and the Board of Directors AIA so that agreement between all these bodies be reached as quickly as possible."

From Morton T. Ironmonger, who signed himself "Lame-Duck FAA Treasurer" the following comment:

"*I would like to explain my campaign against re-election as Treasurer of the FAA at the recent convention in Miami Beach. Although I was so nominated by [illegible] I was unwilling. I felt that I could not do justice to the FAA inasmuch as I maintain the office of the State Board of Architecture and meetings of the Board quite often conflict with meetings of the FAA, particularly at Conventions.*

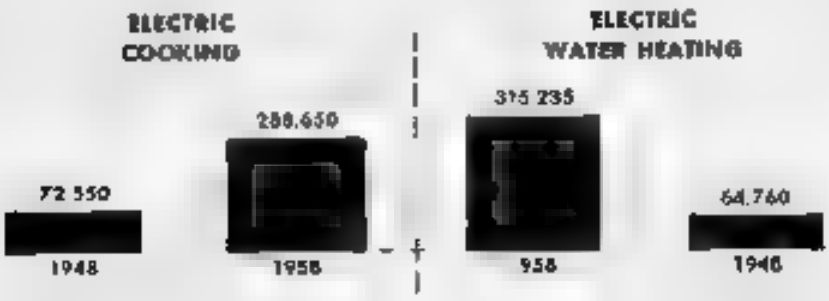
"*I was a director from the Broward County Chapter for two years and have been Treasurer for four years on January 1, 1959, and feel that someone else deserves the honor of being treasurer. I have thoroughly enjoyed my association with the FAA Board and will miss the camaraderie of the meetings.*

"*My best wishes to my successor Mr. Joe Shisler—and may he enjoy the same feeling I had in doing the job.*

How to design homes with "built-in" maid service!

Combine the ingenuity of architectural design with the wonderful ease of built-in electrical equipment . . . and you'll give your clients leisure they will praise you for through the years. Built-in electric appliances save so much time and work — they're like having an extra maid on the job 24 hours a day. They're the most glamorous, most work-free helpmates you can choose . . . the first choice of Florida home buyers.

The trend is overwhelming to Electric Living!



Give your clients a blueprint for Better Living . Electrically!

FLORIDA POWER & LIGHT COMPANY

HELPING BUILD FLORIDA

Toward a New Type of Civilization . . .

(Continued from Page 33)

where the highway is to pass. First, two points are fixed—one where the highway will start, the other where it will end within the vision of a aerial camera. Then pictures are taken from the air, and from these it is not only possible to determine the contours, but the geology of the ground and the sub-soil conditions. Design data is then fed into a computor which comes out with a complete estimate of costs, materials needed and [illegible]

I [illegible] what happens to the draftsmen under such circumstances. It suggests at least a direction. Whether this will have an impact on architects, I would not even hazard a guess.

We are all certainly aware that new energy sources are needed as our fossil fuels give out. We know also that even all the waterpower in the [illegible] provide for less than three percent of our ultimate power needs. So now have fission. And we have also fusion and solar energy, all of which can become extremely important.

We are told by the director of the Stanford Research Bureau that in 10 years two-thirds of the economic activity of this country will feel the impact of nuclear energy. Nuclear energy will account for technical advances that will exceed any ever made before in the history of the world.

Not only is our population growing, but it is concentrating—so that its impact on our metropolitan centers is even greater in proportion to overall growth. We know that government is big, that industry is big, that labor is organized and big. We know we are dealing with big clients who understand and like themselves, to deal with bigness. All problems revealed by currently developing forces are big. We have very few little problems to deal with as architects. It seems to me the implication is clear. Offices of all kinds and [illegible] will still be needed. But we will see more and more large offices integrated with varieties of services never before offered.


THE PACKAGE DEAL

The Convention's Thursday afternoon "Workshop Session" was concerned with the practical widening of architectural services to deal specifically with "The Package Deal" and methods for combatting it. A fully documented report of this session will appear in the early future issue of this publication. It will contain contributions by panelists Herbert C. McKay, Gurnett Gist and Vincent G. Kling, evaluating these services in question. Watch for it!

Now one word on velocity—on how fast the changes are coming. It seems notably true that buildings no longer wear out. They become obsolete for design reasons; for structure is no longer a limitation in the life of a building. We find ourselves losing our own sense of security. Because of the rate of change, property we thought valuable loses its value, our investments may disappear—and even highly developed skills become obsolete as they are taken over by the machines. Thus I suggest it is important for us to know at least the direction in which we are moving and what changes are occurring so that we can at least be in motion with the stream.

As Kiplinger recently pointed out a whole series of tremendous events have taken place since 1932. Included are these few—growth in auto transportation, splitting of the atom, wonder drugs, synthetic fibers, trans- [illegible] 6 year increase in life expectancy, a 10 percent shorter work week, a tremendous increase in allowable wages. All this and much more has happened in 25 years.

As to a comment on the future I can hardly do better than quote from our revered Louis Sullivan, who once suggested that: "... *the critical study of architecture becomes not the study of an art, for that is a minor phase in the great phenomenon, but in reality a study of a new* [illegible]

DO WE HAVE YOUR CORRECT MAIL ADDRESS?

If you are not receiving your copies of this FAA magazine, it is probably because your address in our stencil files is incorrect. We try hard to keep abreast of all address changes. You can help us do so by following these suggestions:

1. If you change jobs or move your home to another location, get a change-of-address card from your local Post Office and mail it to us.

2. If you join an AIA Chapter, tell us about it, listing your current address. Busy Chapter secretaries sometimes forget to file changes promptly.

Don't let yourself become an "unknown" a "moved", or a "wrong address"...

This Broward County Chapter exhibit was constructed of painted framing members supporting three natural finished roof vaults of glued-laminated plywood, the whole structure being ingeniously secured by aluminum "Jiffy Joint" fasteners, which with aluminum pipes were also utilized to provide hanging support for the panels that carried the exhibit story. The result was a highly effective booth which attracted a great deal of favorable attention throughout the term of the BBE Exposition.

Broward Chapter Placed First in Chapter-Affair-of-Year Vote

Supplementing his Chapter Affairs Committee Report as published in *The Florida Architect* for November 1958, Committee Chairman John A. R. Grand announced at the 44th Convention that activity by the Broward County Chapter has been voted outstanding. The Chapter affair submitted by the Jacksonville Chapter was judged second; that from Florida's newest group, Florida Northwest placed third.

A novel method was used to report and vote on activities on which the Chapter-Affair-of-the-Year could be graded. Each Chapter Affairs committee chairman was asked to submit, on behalf of his chapter the activity deemed most notable successful. Each submission was circulated to all ten AIA Chapters in Florida with the request that each Committee Chairman then grade them all except his own giving 10 point for the first nine for the second and so down the line. Poll results were then assembled and the submitted activities graded.

Broward won top spot for the sponsorship of an exhibit at the Annual Broward Building Exposition held in Ft. Lauderdale during March, 1958. The exhibit (reported in the April, 1958, issue of *The Florida Architect* told the architect's professional service story in a clearly arranged series of cartoons, signs and drawings. The exhibit was slanted at the public, was attended at all times by a member of the Chapter to answer the questions of viewers and was excellently received by both public and press.

Second place in the unique Chapter Affairs "competition" went to Jacksonville in recognition of that Chapter's work in developing, staging

and managing an outstanding exhibition of their city's architectural development since the great fire in [illegible]. The exhibition opened June 1 [illegible] by several thousand people and did much to improve the public's recognition of their city's growth and planning problems and the architects [illegible] in solving them [illegible] Significant Architecture in Jacksonville. This Chapter project was the subject of an extended report in the [illegible] issue of The Florida Architect [illegible] Robert C. Broward [illegible] Seven Years of Growth.

[illegible] Northwest Chapter in connection with the coming Quadricentennial Celebration in Pensacola won third place in the poll of Chapter Affairs chairmen. Various architects of the Northwest Chapter have collaborated with local members of the AGC in rebuilding the original Pensacola Village which was built on Santa Rosa Island in 1723 and later [illegible] by hurricane-driven tides. Both architects and contractors have agreed to accept revenue certificates for their services in designing and erecting the buildings. This affair has brought [illegible] with the forefront of Quadricentennial plans in Pensacola.

Placed fourth was the Florida North Central Chapter for its work in documenting for the AIA Committee on Preservation of Historic Buildings [illegible] Tallahassee structures dating from 1800.

Fifth place was voted to the Florida North Chapter for [illegible] interest in contributions to the architectural profession by citizens of Gainesville.

Sixth place went to the Mid-Florida Chapter for instituting its Annual Awards Banquet, started in 1957 to give recognition to building contractors, sub-contractors and suppliers for outstanding accomplishments.

Seventh, eighth and ninth places were voted respectively to the Florida South Chapter—for development of its lounge area in the [illegible] Center [illegible] to the Daytona Beach Chapter for its Beaux Arts Ball and to the Palm Beach Chapter for its cooperative trade programs.

Florida Central Chapter did not submit a Chapter Affairs-of-the-Year and did not participate in selection

News & Notes

Church Architecture Exhibit Planned for February in Los Angeles

Architects throughout the state will have the opportunity of showing churches they have designed at the 1959 Conference of Church Architecture scheduled for February 17 through 20, 1959 at the Statler Hilton Hotel Los Angeles. The architectural exhibit which for many years has been an important feature of the conference is sponsored by the Church Architectural Guild of America and is open to all registered architects who have completed or planned churches of any denomination or faith in any part of the United States or its possessions since 1954.

Awards will be made in seven classifications, with special feature or exceptional merit awards possible if submissions warrant. A number of entries will be selected as a traveling exhibit.

Rules for submission of material are rigid and differ somewhat from those governing most AIA exhibits. Full information relative to them (and entry blanks) may be obtained from Mr. H. Walter Dannon, 214 Lincoln Avenue, Youngstown 3, Ohio. Closing date for entries is January 15, 1959.

Product Exhibit Awards

This year two of the 71 firms represented in the 76-booth Exhibit of Building Products at the 44th FAA Convention won the FAA's customary shiniest steel plaque signifying the outstanding character of their displays. One awarded a plaque for "Excellence of Display" was the Kaiser Aluminum and Chemical Company. The other was the Ware Laboratories of Miami which won an award for "educational value" in the use in the presentation of their aluminum exhibit.

Selections were made by a jury composed of Raymond Kastendieck, FAIA, Secretary of the AIA; Otis Dorr, Miami, President of the Art Directors League of Greater Miami and an advertising executive with the firm of J. Walter Thompson; Robert E. Dewey, AIA Public Relations Counsel; Donald G. Sherman, president of the Greater Miami Chapter, CSI and Walter A. Taylor, FAIA, Director of the AIA's Department of Education and Research.

Awards of the coveted plaques were made by Mid-Florida Chapter president and 1958 Convention Chairman Joseph M. Sheffield at the Party and Awards Dinner.

Though not a recipient of a juror selected award, the exhibit of the Tiffany Tile Corporation of Tampa drew a record attendance for the Convention—548 by actual count of those in charge of Tiffany's booth. Archi-

cots and Convention visitors throughout the state received a portrait or likeness quick cartoon sketched by a hard working artist who did his best to capture mood and likeness of his passing visitors. Some of the results were good—some not so good! But visitors and booth attendants alike agreed that the Tiffany program was on—with the eminently practical result of getting a sample of Tiffany Tiles into the hands of many potential specifiers.

The Students' Column

By GEORGE CHELLAG

Guest lectures are always been a welcomed and stimulating contact with the practicing profession. By courtesy of the Department of Architecture and the Student Chapter of the A.I.A. there unfolds through the years a healthy program of architects and personalities. Men such as Buckminster Fuller, Victor Lundy, Max Abramowitz and others have in a most gracious way given their services to enlighten the students of architecture here at the University of Florida.

This enlightenment has fallen upon the field as far as the lecture: historical and technical. The former was presented by a gentleman familiar to the student through the proximity of the picture—but as a local architect, David Reeves. An enthusiast of the Mayan work of Mexico, Mr. Reeves so accumulated a most informative and picturesque series of first hand slides as evening of October last. Tikal, Labna, and other more remote sites, was a provocative glance into this amazing civilization.

Most immediate was the study of climate "Climate and Architecture" by editor Ellis Aronin. Here Mr. Aronin showed the means by which the architect could "work with the climate rather than against it." The lecture offered a re-emphasis of the important position the climate has in prominent holds in architectural design.

These lectures will continue to formulate and stimulate architectural thinking here and we anxiously await each new personality.

You And The A. I. A. . . .

(Continued from Page 23)

A large part of the Octagon's public relations work, however is providing you—the regional, state and local organizations of AIA, as well as individual architects—with the tools and aids to do a more effective job of public relations in your communities. In fact, when we come right [illegible] effective public relations mean for you in your work, the AIA and architecture.

And the public we talk about when we use the words public relations is your community. Your neighbors, the [illegible] the builders, suppliers, salesmen, and officials you deal with. The people you meet on the street.

I believe that to practice architecture means to devote loving care not [illegible] tions with people. Not just to community planning, but also to our [illegible] practice architecture means to practice good citizenship in the broadest and most enlightened and most constructive sense.

I feel that the architect must be fully rooted in his community. It doesn't do for us to live in an ivory tower, above and apart from the world we live in. We are and should be [illegible] is a *living* art, an art which more than any other must serve *people*. Our work is not hung in museums or placed in a secluded cramp of a hidden garden. It is the *art of bringing order, artistic order, into the complex hurly-burly of our complex society.*

To do this job properly we must be a part—an active part, a living [illegible] That means [illegible] communities.

This means, among other things, that we should speak the language of the people. Even when we talk about our work. If architecture is to be *fully enjoyed by all*, it must be [illegible] that we architects must learn to communicate simply and understandably about it.

It takes time and energy. I grant you, to serve on boards, to attend [illegible] to participate in civic campaigns and Parent-Teacher Association efforts [illegible] lics is not only good public relations for our profession. It is also time spent in the direct service of architecture.

And good service to architecture and good public relations, it seems to me, are one and the same thing. Both are essentially a matter of human relations. Good human relations are also the magic words which [illegible] the AIA.

[illegible] problems for us. But I do say that the work of AIA is steadily bringing us closer to meeting the challenges of the new era of opportunity we are discussing here.

There are some to whom AIA means little more than three letters standing behind their names. Letters [illegible] their monthly dues.

But for you and me and the vast majority of our growing organization—for all those who actively participate in the work of AIA—these letters stand for a world of inspiration and [illegible] in the service of mankind.

As Edmund Burke has said: "*All that is necessary for the triumph of evil is that good men do nothing.*" Conversely if we are active and alert [illegible] we advance our best architectural ambitions together as one professional [illegible] we can do to create a better environment for man—a better future.

With your help The American Institute of Architects can do much to make our fondest dreams come true.

It is up to you.

For the AIA *is* you—the sum total of its members.

[illegible] in our own hands.

Gift Award Proved a Popular Feature of 1959 Convention

[illegible] on what product exhibitors were displaying paid off handsomely for six fortunate Conventioneers just before President Kruse banged the gavel to adjourn the FAA's 44th Annual Convention. At the close of the final business session, Saturday, November 22, these men received these awards as the FAA president pulled their stamped and signed Product Exhibit tickets from a box.

Corporate [illegible] R. S[illegible], Florida South Chapter—An all-expense, ten-day Caribbean Cruise for two on the SS *Evangeline*. He received a paid-up certificate which can be exchanged for tickets any time during the current cruise season.

Corporate L. Alex Hatton, Mid-Florida Chapter—A one-and-one-half [illegible] ceramic tile [illegible] mounted on a rubbed-finish walnut base. The panel, hand-crafted by ceramist Kay Pas[illegible] especially for the FAA Convention award, depicts various phases of construction.

Associate R. Carroll P[illegible], Palm Beach Chapter—Another all-expense Caribbean cruise, this one a three-day week-end trip to Nassau aboard the steelship SS *Florida*. The paid-up certificate covers accommodations for two and can be exchanged for assigned space at any time.

Associate Frank K. S[illegible], Jr., Palm Beach Chapter—A first-quality top-grain cowhide dispatch case, big enough to hold an entire job file or to serve as a swank travel case for week-end tripping.

Student Associate Low[illegible], Gainesville—An Argus 35mm camera with a [illegible] lens, built-in range-finder and flash attachment. A top-grain leather carrying case was included.

Student Edward W. [illegible], Gainesville—The finest water-color set obtainable, including an aluminum box, porcelainized mixing palette, three sable-hair brushes and a complete range of Winsor and Newton tube colors.

The six awards were arranged for in three categories reflecting those

(Continued on Page 44)

Gift Awards

(Continued from Page 33)

[illegible] of FAA membership in order to make sure that associates and students as well as corporate members had the opportunity to receive an award. Just for fun, two other "door awards" were made—one for attendance at Thursday night's party, the other in connection with Friday banquet [illegible] were

George [illegible], A.A. Miami Florida Chapter, took home the Thursday night award of a portable barbecue outfit which included a rotisserie attachment for use over the fifteen by eighteen inch grille

J. Robert Swan, jr., A.A. Emerald Coast Chapter, received an Argus 35mm camera and flash similar to that presented to the Student Association member as a tangible memento of the Friday evening banquet

Opportunity Bulks Big

(Continued from Page 10)

enough to take care of the entire ten million pupils added to the school population since the war but in addition we have built new classrooms for another two or three million pupils who would otherwise have been accommodated in inferior and outmoded buildings. The job of new school construction is by no means finished but the basic shortage has been broken. As a national problem the schoolroom shortage today is fairly well down the list

And it is interesting to note that the schoolroom shortage was solved without the aid of any massive Federal financial assistance. In fact Federal aid accounted for less than two percent of the total expenditures for school construction. In other words, when it got right down to the highly personal and individual matter of education for their own children the taxpayers of the local communities and the states voted for the necessary taxes and bond issues. And voted to a remarkable extent—on a nationwide scale—for good architecture, very good architecture

If it can be done with schools it can be done with other things of the same or even larger magnitude where an appreciation [illegible] which Americans will not go. Having

reached it, they boil over into concrete, and usually constructive, political action. That evaporation point is very close, in many aspects of urban life. That is the reason I am so sure we are going to see throughout the "Sixties" a rising tide of action—or healthy reaction—against all the monstrous problems of American cities. The architect must encourage and guide this reaction. The architect at every opportunity should try to hold up before the public a vision of what his city or his community might look like, might be. If he does, if you do, then I think you will be surprised at how soon the action will follow.

To the architects of Florida, many of the problems of the old cities of the northeast and middle-west may seem a little remote. It doesn't cost $10-million a mile to correct a highway mistake of a generation ago. But some day, at the rate Florida is growing, it might. You still have a greater opportunity than most of the country to control and guide your growth. Make the most of it while you can.

ADVERTISER'S INDEX

Recipe for a houseful of fun, love and comfort

Submitted by Mr. and Mrs. A. W. D. Harris, 1442 Linhart, Ft. Myers:

5 grandsons	1 big house
2 nephews	2 fuel-fired
1 TV set	"Florida furnaces"

Set thermostats. Mix ingredients around table in Florida room. Forget about home heating worries in a "warm-hearted house."

Mr. Harris says: "Our two fuel-type furnaces deliver 108,000 BTU's of convenient economical heat. They require almost no upkeep or servicing. Our 2-story house was warm and comfortable during the severe cold snaps last winter. Although we were having 'Yankee weather' outside, we enjoyed real 'Florida sunshine weather' inside, due to the clean, automatic heat from our fuel-type furnaces."

Published "testimonials" like this one are helping to assure acceptance by your clients of your recommendations for central heating in the homes you design for them. Please call on us for any information you may need on fuel-type home heating.

FLORIDA HOME HEATING INSTITUTE

1627 S. W. 8th STREET, MIAMI

Message From The President

By H. SAMUEL KRUSE
President, FAA

Much of my thinking is done while I mow my grass. I use a park-type power mower which has been in the family for ten years and is thoroughly familiar with the route we take some forty times a year over the acreage. This provides me with undisturbed time for thinking as I walk in the sunshine behind my trusty mower. There are three acres. Taking out the area for the trees and the house, there are 2.6 acres of grass to mow. That provides weekly exercise and hours for thinking.

Nearly all of my speeches, articles and reports are developed behind the mower so that only the writing and editing need be done during the short time allotted for preparation. Last weekend I prepared a few appropriate words for the Construction Specifications Institute's Florida Charter Dinner, a talk for the American Society of Civil Engineers—and this, my last "Message" as your President. In maneuvering in my mind the things that were done during the past months and things that must be done in 1959, the Legislative Year, I became overcome by the realization that FAA stands on a threshold of greatness. And when I say FAA, I mean not the officers and directors of an organization but the body of its individual members, who, by becoming members of the AIA, have accepted the premise that by concerted individual action they shape the future of their profession.

At the 41th Convention these were given some of the current opportunities, which, if properly exploited, will give our profession prestige and statewide influence for our individual benefit. However, not all of the opportunities were mentioned, for in the Florida Planning and Zoning Association, in Construction Specifications Institute, in the Florida Foundation for the Advancement of Building and in Education we have additional opportunities.

There is danger that we might neglect these opportunities and not properly exploit our current advantages. Each individual member must be aware at all times that his membership in the AIA indicates his acceptance of responsibility in three spheres of activity: local, regional and national. He must be conscious that these three levels of responsibility are interrelated—not one on top of the other, but all dependent upon the individual activities in three distinct spheres, no one of which is more important than the others.

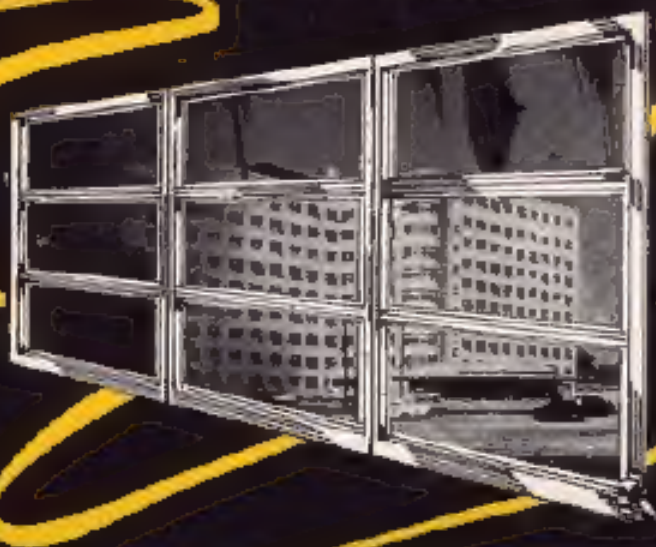
Some individuals can devote more time for the profession than others. These members are usually the officers, directors and committee chairmen. Most of us support our profession by paying dues, voicing opinions at meetings, keeping informed as to profession problems and maintaining a high degree of ethical and competent professional service. This last mentioned support is important to the profession. But it alone does not influence legislators, does not give direction to our schools of architecture, does not set national standards and regulations, nor the host of things which affect the individual's well-being about which he can do little except in concerted action with other individuals. The effectiveness of the concerted action is in direct proportion to the willingness of individuals to agree on a program—and then support the program.

Notice how all-important the individual member becomes. From him springs ideas; from the ideas a program is devised; and by his individual support is determined the effectiveness of the program.

Your new President, John Skelton, along with the new Officers and Board, will develop your ideas into programs for the exploitation of the opportunities now apparent to us all. When these programs are devised he cannot effectively execute them without your individual support—by paying dues promptly, by serving on committees when called upon and by offering timely constructive criticism. Being a legislative year, it is even more important that this support be fully given. The 1958 Board Members and Officers should make a special effort, whether they are to serve in 1959 again or not, to pass on to the new directors and officers copies of last years' minutes and all information they can give concerning past policies, procedures and administrative organization. Committee Chairmen must do likewise to their new counterparts. If we can save orientation time for our new administration, more time will be available for getting on with the work.

Being your President for 1958 has been a rich and exciting experience for me and working with you for the progress of the profession rewarding. I am grateful for the opportunity to serve you. It is unfortunate that all the members may not gain the rewarding experience of Presidency of the FAA. The President of FAA is in the middle of things. The big picture is clear from his vantage point. He sees the national, regional and local scenes at work—and it makes lots of sense.

MIAMI ALUMINUM WINDOWS



*PROVEN ECONOMY

One structural example: the lift-operator is guaranteed for the life of the window!

Not only because of low first cost. Top materials, precise engineering, rigid control of fabrication — these, too, are basic elements of Miami Window products. They insure high, low-maintenance performance for the life of the structure, and that's the only true measure of fenestration economy in any type of building.

* *Your window specification, like others, can salvage owner dollars. Ask for data.*

miami window corporation

P.O. BOX 877, INTERNATIONAL AIRPORT BRANCH, MIAMI 48, FLORIDA